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INFLUENCE OF THE INTERNET AND INTERNETMARKETING IS ON INTERNATIONAL ECONOMY

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Internet, marketing is practice of the use of all aspects of the traditional marketing in a network the Internet. The primary purpose of such type of marketing activity is maximization of effect, but also accordingly and to the income from the potential audience of site.

The basic constituents of internetmarketing is:

- Searching optimization
- Email-marketing
- Marketing of social networks

Searching optimization is a process of influence on the searching systems (Google, Yandex, Bing and others like that), for the sake of receipt of the best positions at ranzhuvanni for vebsaytu, that moves up. Searching optimization influences only on the organic results of delivery of the searching system, that free of charge, but not on a pay tear-sheets which in same queue also are part of internetmarketing.

Email-marketing is one of the most effective instruments of internetmarketing, he builds a direct channel between an user and brand which positively influences on the image of brand. Often, in an emailrozsilках company can give additional discounts or other bonusi, to the clients which are signed on their publicity delivery. As statistics show, traffic from email letters, has one of most levels of conversion. Marketing of social networks is a process of receipt of traffic, by social networks (Facebook, Twitter, Vkontakte). It is also a very effective mean, in fact allow to conduct instantaneous communication with users, and to diffuse «viral» kontent, which will influence on popularity of site and brand accordingly.

Knowing, about such instruments of influence on the Internet, it is possible easily to find connection with international trade. Very plenty of people in the whole world applies skills in internetmarketing, for the sake of support of own internetbusiness. Such influence, has positive consequences for a global economy, in fact unemployment rates grow short, suggestion becomes greater, that provokes a price-cutting, countries which develop have more possibilities, for enriching of own population and others like that.

But, internet-marketing has failings. At first, not enough, within the framework of the Internet. Secondly, internet-marketing, often enough used for advertising of unethical and illegal types of business. And now, hardness enough to control it, and punish, those, who breaks the law.

Consequently, influence of the Internet and internetmarketing on international trade is obvious. Such type of marketing, has both the advantages and failings. Every company must responsibly belong Therefore, to electing of marketing instruments.